

**Incentivising consumers to engage in the circular economy through the eco-credit reward scheme.**

**Oct, 2020**

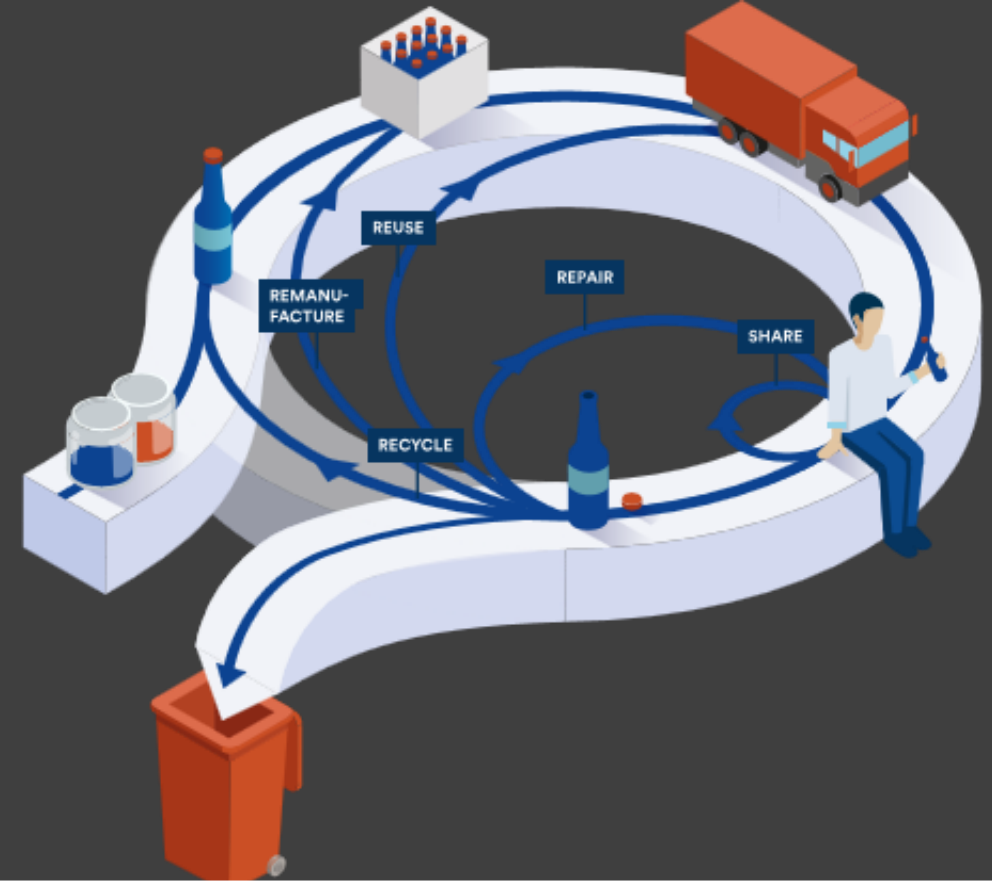
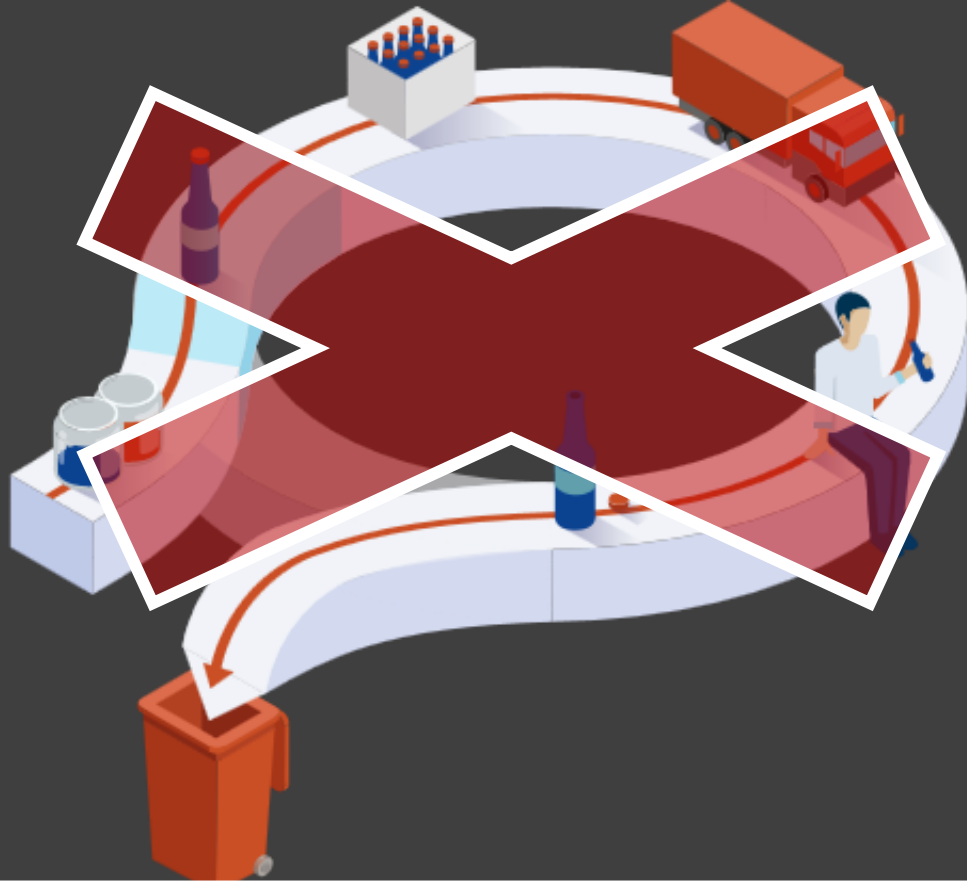
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# TOWARDS A CIRCULAR ECONOMY



# GREEN GROWTH, A CIRCULAR ECONOMY STORY

The 'take, make, use, throw away' approach to scarce resources is a thing of the past. It's **time to close the loop** and invest in the circular economy and green growth!



## THIS IS WHAT WE KNOW

- growing demand for goods
- global competition is intensifying
- unsustainable use of resources
- climate change is happening
- energy supplies are dwindling



## THIS IS WHAT THE CIRCULAR ECONOMY DOES...

- saves and values scarce resources
- cuts greenhouse gas emissions and environmental impacts
- breaks down silo thinking and promotes cross-policy action
- makes the economy more competitive, sustainable, fair
- creates new business opportunities, jobs and growth

## THIS IS THE OUTCOME...

The circular economy package brings the pieces together – production, consumption, secondary raw materials, waste management, innovation & investment – to cover the whole product lifecycle.

It means Europe is now the best place to grow a sustainable green business.



European  
Commission

# Background and context:

## *The European Green Deal*

➤ The Commission will explore the benefits for consumers of 'take-back' schemes.

This will incentivise people to bring back their devices – mobile phones, tablets or chargers for recycling.



**Electrical and electronic equipment** is one of the fastest growing waste streams in the EU.

Two in three Europeans would use their digital devices for longer provided performance is not significantly affected.



Products placed on EU market will be designed to **last longer, to be easier to repair and upgrade, recycle and reuse.**

Providing incentives for **product-as-a-service**: companies will keep the ownership and responsibility for the product throughout its lifecycle.



**93%** of Europeans see **climate change** as a **serious problem**



**93%** of Europeans have **taken** at least one **action** to tackle climate change



**79%** agree that taking action on climate change will **lead to innovation**

# Background and context:

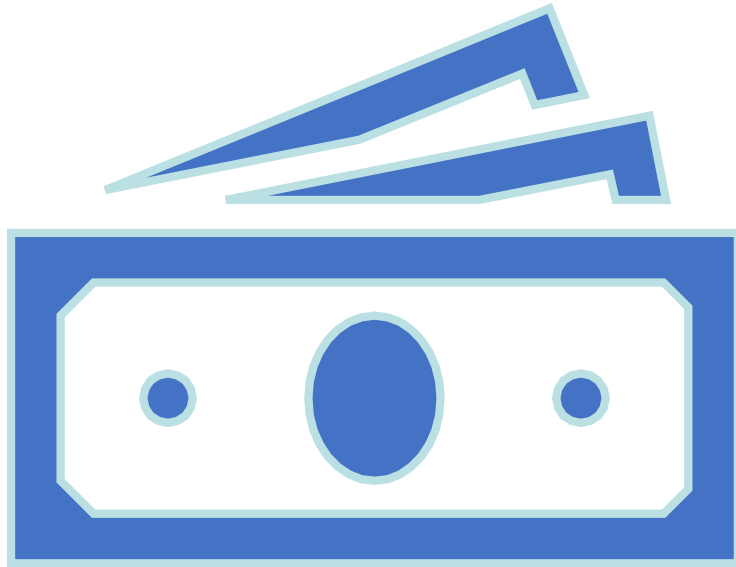
## *Behavioural Study on Consumers' Engagement in the CE*

93% reported that they keep things they own for a long time.

Why do people keep the devices at home/not recycle them?

- They still work and might be useful in the future. The users still giving it a value.
- Concern about personal data.
- Lack of information on where to bring them for recycling.

WHAT CAN WE DO?



**1 eco-credit = 1€**

## Eco-credits reward scheme

### CIRC4Life

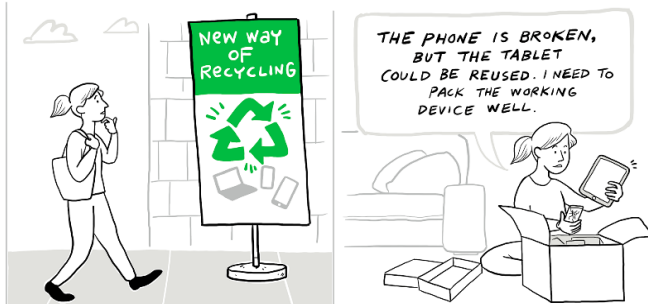


- Eco-credits scheme is the tool developed within CIRC4Life project to reward consumers as a result of their environmental actions (by disposing the waste into intelligent bins).
- Eco-credits are calculated following a formula developed by CIRC4Life partners. Different factors are considered, including the “End of life state” (if the device works or not) and the “Lifetime factor”.
- These attributes determine whether the device is reusable or recyclable and the eco-credits are given to the consumer as a result of this calculation



# Eco-credits reward scheme

## ECO-RECYCLING



Old electronic devices, such as tablets and phones, can be recycled with the CIRC4Life container and application.

Recycling instructions and the nearest location of the recycling container can be found from the application.



- 1) Show your ID QR-code from the app
- 2) Press green or red button, depending on the condition of the device
- 3) Attach one sticker to the device
- 4) Put the device to the hatch and close it
- 5) Check your application to see that your action has been recorded

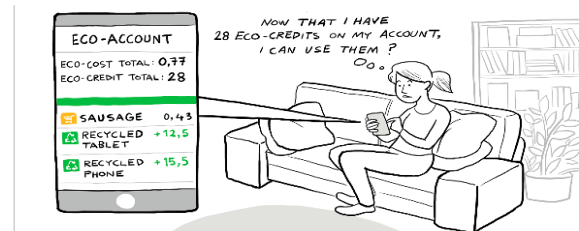
The recycling company will inspect the devices and evaluates them within 3 weeks.



When the devices have been evaluated, the eco-credits will appear on the eco-account. This will be notified by email, or user can view his/her recycling history.

You will see both Eco-cost and Eco-credits on your account as individual, cumulative values.

## ECO-INCENTIVES

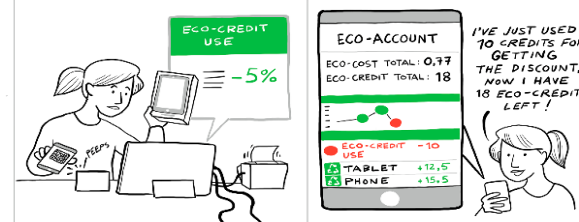


Once you have collected Eco-credits to your account by recycling products, you can use them for getting incentives, such as discounts or movie tickets. Your recorded Eco-cost purchases will not affect the Eco-credit value anyhow.



The list of incentivizers can be found from the app.

The offers and discounts can vary, depending on the shop.



Eco-credits can be transformed into incentives by scanning the ID QR code at the cashier's point.

The used Eco Credits will be displayed on the Eco-account. The total sum of Eco-credits decreases when they are used for benefits/incentives.



PROCEDURE



## Eco-credits reward scheme

**Incentive scheme based  
on eco-credits:**



**Promoted by local  
businesses.**

Discount on new purchases.



**Promoted by public  
administrations and local  
entities.**

Tickets for the local theatre.



**Donation for  
environmental or social  
actions.**

Tree planting.





## Eco-credits reward scheme

### Demo case for tablets (Getxo, Spain):

- Promoted by local shop: Expert Cordevi (Getxo)
  - 5% discount on new purchases
- Donation for an environmental action.
  - Tree planting



*“Circular Economy (CE) is not about one company changing one product, it’s about all the interconnected companies that form infrastructure and economy, coming together and re-thinking the operating system itself”*

Ellen MacArthur Foundation



# Thank you!



Recycling in progress...

¿Sabías que en España reciclar se escribe con Y?



recyclia

ecopilas

ecofimática

ecoasimelec

tragamóvil

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